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12-012447-CI DEF D-137 DOC

Reference No.: 12-012447-CI

DEFENDANT EXHIBIT# 137 ID 2/29/16
(Date)

DEFENDANT EXHIBIT# 137 Evidence 3/17/16
(Date)

KEN BURKE, Clerk of the Circuit Court

By: _____

Deputy Clerk

quancast Explore

Gawker Media Network MONTHLY UNIQUES

10 Sites | 5 Audience Segments | 70.5M us | 113.7M Global

gawker.com 15.9M us | 21.6M Global

★ Favorites United States

Quantified
Directly Measured Data

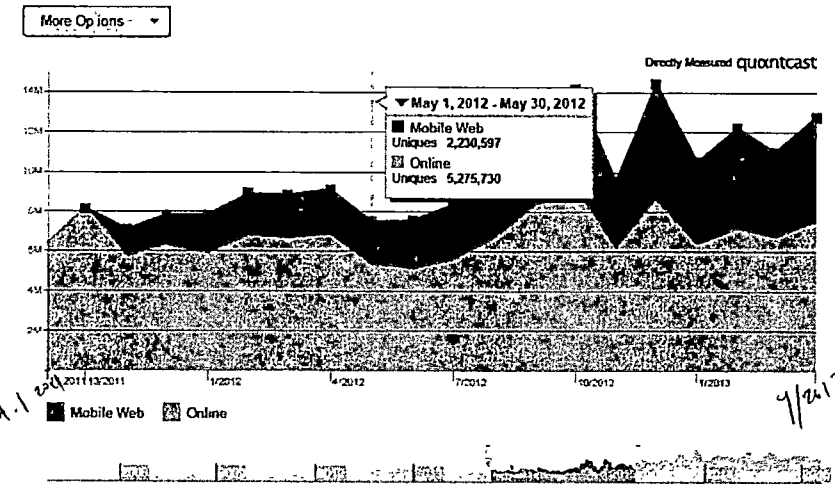
121 US RANK

Site: **gawker.com**

Check out the new Audience Interests report, with top interests and sites now available for any property, networks, sites, apps and audience segments!

UNIQUES 7,506,327 -16%	PEOPLE 5,741,620 -16%	VISITS 19,138,338 -16%	PAGE VIEWS 45,113,384 -15%
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Uniques (United States) per Day | Week | Month Compare Site



LAST MONTH	UNIQUES	PEOPLE	VISITS	PAGE VIEWS
FEB 16, 2015 - MAR 17, 2015				
Web	15,882,220	12,212,134	38,643,400	74,623,000
Mobile Web	10,011,910	---	21,943,808	38,836,960
Online	5,870,310	---	16,699,592	35,786,040

Updated Mar 18, 2015 - Next: Mar 19, 2015 by DATA POINT

- Traffic
 - IAS Standard Report
- Mobile Web
- Demographics
- Audience Interests **NEW**
- Geographic
 - Countries
 - Cities
 - US States
 - US DMAs
- Business
- Highlight Your Valuable Audiences [Learn More](#)

- Related Links**
- How to Read This Report
 - IAS Standard Traffic Measurement
 - Web Measurement Implementation Guide
 - Optimizing Tag Performance
 - Creative Specifications Guide
 - Audience Segments Implementation Guide

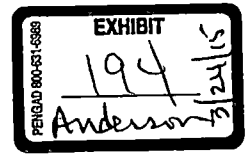
- Badges**
- To add a Quantcast badge to your site
- Select the badge you want
 - Copy the HTML code snippet and paste it into your site
 - The badges will automatically display on your web page with your site's current data.

US Demographics: **Web** 0

Gender || Age || Interest || Income || Education || Ethnicity || Political Affiliation || Political Engagement

<https://www.quantcast.com/gawker.com>

US People per month with Sparkline ▾

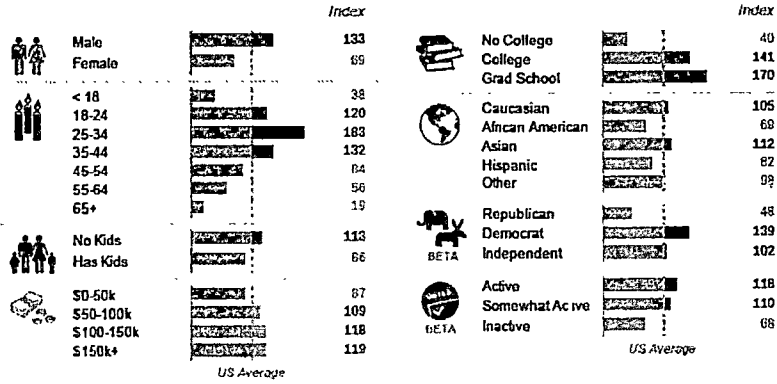


1/3
GAWKER 24806

Dep194-001

3/18/2015

Gawker.com Traffic and Demographic Statistics by Quantcast



Updated Mar 18, 2015 - Next: Mar 25, 2015 by 9AM PDT

[See More](#)

Audience Interests

Definition | Calculation | How to use the data

Top Interests

Top Sites

INTERESTS	AFFINITY INDEX	SITES	AFFINITY INDEX
Arts & Entertainment	5.8x	adempash.com	44.7x
Computers & Technology	5.5x	gothamist.com	31.5x
Business & Industrial	5.3x	attreelino.com	27.8x
Science	5.2x	workable.com	27.5x
Leisure & Hobbies	4.5x	cinchhole.com	27.2x

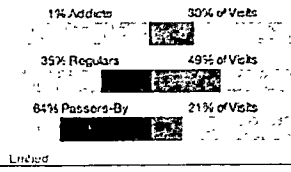
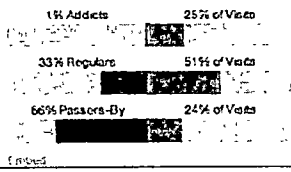
Updated Mar 16, 2015 - Next: Mar 23, 2015 by 9AM PDT

[See More](#)

Web Traffic Frequency

Global

United States



Web Traffic Sources

Mobile Web vs. Online

gawker.com has more page views from a mobile device browser than from a computer browser in the United States.



Business vs. Home

gawker.com is visited more by computers at home than computers at work in the United States.

<https://www.quantcast.com/gawker.com>

2/3
GAWKER 24807

Dep194-002

3/18/2015

Gawker.com Traffic and Demographic Statistics by Quantcast



You

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Compare stats
Read the love

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For Publishers
Proof
Resources
Contact Sales

Help

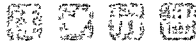
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